Rep Order# 1 of 3 6860691 Ver# 1 **Mod**# 0 Status Confirmed Traffic Order# 107390 **Printed:** 10/08/2012 9:02 AM **EC'd** Yes 10/02/2012 2:47 PM

Last Received:

**Showing Buylines:** All Lines

KSNV-TV LAS VEGAS, NV. Station

) .RNC/ROMNEY FOR PRES Advertiser ( RNC/ROMNEY **Product** 

Estimate# 445

Buyer STEPHANIE KINCAID

Phone# Fax#

) AMERICAN RAMBLER PRODUCTIONS Agency 138 CONANT STREET

BEVERLY, MA 02494

Agency C/P1/P2/E //445

Flight Dates 10/03/2012 - 10/09/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

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C	_		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5P-630P ine Comment	: NEWS	:30	\$1,200.00	10/03-10/05	3	1	3	\$3,600.00	
	2	M-TU Buyl	5P-630P ine Comment	: NEWS	:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
	3	M Buyl	630P-7P ine Comment	: JEP	:30	\$1,300.00	10/08-10/08	1	1	1	\$1,300.00	
	4	F Buyl	630P-7P ine Comment	: JEP	:30	\$1,300.00	10/05-10/05	1	1	1	\$1,300.00	
	5	W-F Buyl	7P-730P ine Comment	: WHEEL	:30	\$1,300.00	10/03-10/05	3	1	3	\$3,900.00	
	6	M-TU Buyl	7P-730P ine Comment	: WHEEL	:30	\$1,300.00	10/08-10/09	2	1	2	\$2,600.00	
	7	M-TU Buyl	11P-1135I		:30	\$1,200.00	10/08-10/09	2	1	2	\$2,400.00	
	8	F Buyl	11P-1135I		:30	\$1,200.00	10/05-10/05	1	1	1	\$1,200.00	
	9	F Buyl	10P-11P ine Comment	: DLINE	:30	\$3,200.00	10/05-10/05	1	1	1	\$3,200.00	
	10	SA Buyl	7A-9A ine Comment	: SAT TODAY	:30	\$625.00	10/06-10/06	1	1	1	\$625.00	

Rep Order#	6860691	Ver#	1	<b>Mod</b> # 0	Status Confirmed	Traffic Order# 107390		Printed:	10/08/2012 9:02 AM	2 of	3
EC'd Yes						Ţ	Last Received:	10/02/2012	2:47 PM		

**Showing Buylines:** All Lines

Station Advertis Product Estimate	ser (		VEGAS, NV /ROMNEY F EY		138 CC	NANT ST RLY, MA	REET 02494	PRODUCTIONS	Rep Firm Sales Office Salesperson	` '	PHILADEL AMY MCC			
Buyer Phone# Fax#	S	STEPHANIE KINCAID			Flight Dates 10/03/2012 - 10/09/2012 Hiatus Weeks			2				5-568-6540 5-568-1845		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	11	SA	11P-1135P			:30	\$1,100.00	10/06-10/06	2	1	2	\$2,200.00		
		Buyli	ne Comment:	NEWS										
	12	SA	5A-530A			:30	\$825.00	10/06-10/06	1	1	1	\$825.00		
		Buyli	ne Comment:	NN										
	13	SA	530A-6A			:30	\$825.00	10/06-10/06	1	1	1	\$825.00		
	13		ne Comment:	NN		• 30	\$825.00	10/06-10/06	1	1	1	\$825.00		
	14	SU	6A-7A	NIELIG		:30	\$350.00	10/07-10/07	1	1	1	\$350.00		
		Buyiii	ne Comment:	NEWS										
	15	SU	4P-515P			:30	\$2,400.00	10/07-10/07	1	1	1	\$2,400.00		
		Buyli	ne Comment:	FNIA										
	16	SU	5P-830P			:30	\$10,000.00	10/07-10/07	1	1	1	\$10,000.00		
			ne Comment:	NFL			,					,		

## ---REPORT TOTALS---

Report Totals: 25 / \$40,325.00

Buyline Comment: JEP

## ---SALES MONTHLY TOTALS---

Oct 12: 25 / \$40,325.00 Sales Totals: 25 / \$40,325.00 Station Totals: 25 / \$40,325.00 Lines not sent/rcld/rtrn: 0 / \$0.00

Rep Order# 6860691 Ver# 1 **Mod**# 0 Status Confirmed Traffic Order# 107390 **Printed:** 10/08/2012 9:02 AM 3 of 3 EC'd Yes 10/02/2012 2:47 PM Last Received:

**Showing Buylines:** All Lines

) AMERICAN RAMBLER PRODUCTIONS Rep Firm KSNV-TV LAS VEGAS, NV. Station Agency Advertiser ) .RNC/ROMNEY FOR PRES 138 CONANT STREET Sales Office ( **Product** RNC/ROMNEY Salesperson (

BEVERLY, MA 02494 //445

Agency C/P1/P2/E Flight Dates 10/03/2012 - 10/09/2012 Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

Fax# ---COMPETITIVE---

Estimate#

**Buyer** 

Phone#

Market Totals

\$161,300

0 % CATV KTNV 25%

0 %

XXXX

**Hiatus Weeks** 

KBLR 0% KTUD 1%

KINC 0 % KVCW 2%

27% KLAS KVMY 3%

KSNV 25% KVVU 17%

) PHILADELPHIA

) AMY MCCREARY

## --- COMPETITIVE COMMENTS---

445

STEPHANIE KINCAID

NEW ORDER EST SAHRES

NOV12 Books RA35+ Demos

## --- CREDIT RISK ---

CASH IN ADVANCE